

Widening Engagement with HTA through Online Learning

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Objectives: HTA is increasingly recognised as a vital form of evidence in informing reimbursement decisions within healthcare systems globally. While decisions about reimbursement are widely reported in the media, the methods and processes used within HTA, and the application of HTA results within the decision-making process, are seldom described or explained. As an internationally recognised centre of excellence and innovation in HTA methods, SCHARR is keen to support wider engagement with, and understanding of, the HTA process.



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Results: The course attracted a wide range of participants from backgrounds in pharma, the medical device industry and healthcare, but crucially 30% of participants came from other groups including charities, patient organisations, carers, service users, patients and the general public. Older learners were also well represented, with 16% of learners being over 56 years of age and 7% being retired. Feedback on the course from these latter groups was excellent, with many commenting that the course had changed their view on reimbursement decisions and made them aware of the somewhat partial view of the reimbursement and decision-making processes that is usually offered in the media. Comments from learners included:

“Thankyou to the wonderful team for the great and insightful course”

“I have had my eyes opened a great deal as to how and why decisions are made, and with more understanding”

“A highly technical subject matter presented in plain, easy-to-understand language”

“Thank you for making a complex subject understandable without trivialising it”



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Methods: A free, open online course was developed and delivered in February and September 2016 using the Open University's FutureLearn platform. Faculty from across the range of activities within HTA were asked to contribute learning materials for the course, ranging from written articles and commentaries to video interviews and MCQ tests. The aim was to ensure that the course was engaging, accessible and gave a broad overview of the entire HTA process, from choosing technologies for assessment, to how the final HTA report fits in with the overall decision-making process. Publicity materials were also designed to attract the widest possible range of learners, using custom graphics and a range of social media platforms.

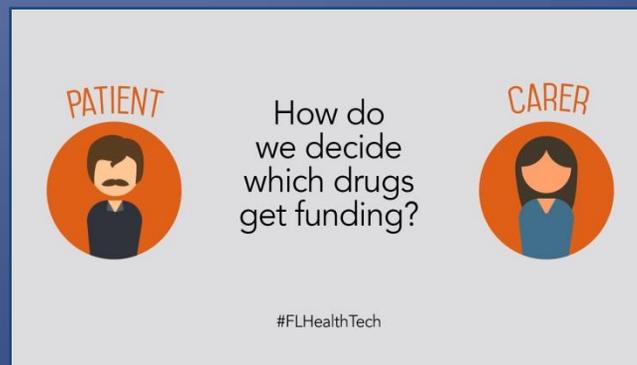


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Conclusions: The course was highly successful in widening awareness of HTA among stakeholders who previously had little or no knowledge and/or awareness of the role of HTA in decision making, providing them with an appreciation of the rigorous, high-quality evidence used to inform reimbursement decisions. SCHARR will run this course again in early 2017- register your interest at the URL below.



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Sign up for the course at: www.futurelearn.com/courses/hta

